

ECONOMIC DEVELOPMENT & CULTURE COMMITTEE

Agenda Item 55

Brighton & Hove City
Council

Subject:	Special Events – Madeira Drive Road Closures 2013	
Date of Meeting:	10 th January 2013	
Report of:	Interim Lead, Cultural Services	
Contact Officer:	Ian Taylor	Tel: 292711
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Key Decision:	No	Forward Plan No. (7 Digit Ref): n/a
Wards Affected:	All	

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed programme of special events on Madeira Drive in 2013 and to seek approval for the associated road closures.

2. RECOMMENDATIONS: That Committee

- 2.1 Grants consent for the 2013 programme for special events on Madeira Drive and the associated road closures as listed in Appendix 1.
- 2.2 Authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.3 Authorises the Interim Lead Cultural Services, after consultation with the Chair of the Committee, to make any alterations to the events programme as necessary and to approve new applications.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Most of the events listed in Appendix 1 have taken place on Madeira Drive before and retain their traditional place in the events calendar and their usual format.
- 3.2 One significant change requested is in relation to the British Heart Foundation's London to Brighton night ride. The first night ride took

place in 2012, it was both popular and successful building on the success of their day time ride which attracts 30,000 participants. For 2013, the BHF hope to secure 8,000 riders for the night time ride, with the potential of raising a further £1 million. Madeira Drive will need to be closed over night and up to midday on the Sunday to enable this expansion. The road would be open for visitor parking throughout the rest of weekend.

- 3.3 The East Sussex Act 1981 allows for the closure of Madeira Drive for up to 28 days per calendar year. To date we have 24 requests for road closures to stage returning annual events. This gives scope to consider applications for new events in this location; any new requests will be brought to a future Economic Development and Culture Committee for approval.

4. CONSULTATION:

- 4.1 Consultation has taken place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service and NHS Trust. Internally, consultation has taken place with the Seafront Office, Environmental Health & Licensing, City Parks Civil Contingencies and Highways.
- 4.2 There has also been particular consultation with the city's Transport Partnership. As a result of this, action will be taken in relation to the exit routes of a number of the vehicle based events on Madeira Drive to avoid additional congestion in the city centre on weekends throughout the year.

5. FINANCIAL & OTHER IMPLICATIONS:

- 5.1 Financial Implications:
- 5.1.1 In accordance with the existing Outdoor Events policy, fees are charged for commercial events and any costs incurred are the responsibility of the organiser. In addition, a reinstatement deposit is usually held and evidence of adequate insurance cover is required. The fees charged are determined by negotiation based on a number of factors including, capacity, whether a new or established event, whether an admission fee is to be charged and infrastructure required; all of these are subject to agreement by Officers as per the recommendations of this report.
- 5.1.2 The income generated from fees charged for commercial events contribute to the costs of the Outdoor Events Team and enables charitable and community events and free public entertainments to be

supported at reduced rates or free of charge. The target income for outdoor events in 2013/14 is £217k.

Finance Officer Consulted: Michelle Herrington Date: 11th Dec 2012

5.2 Legal Implications:

5.2.1 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use Madeira Drive for up to 28 days a year in order to facilitate the staging of major outdoor events.

5.2.2 The proposals in this report are made in accordance with the Outdoor Events Policy. The policy incorporates relevant considerations in respect of convention rights incorporated by the Human Rights Act 1998. The policy is clear that a balancing act is required between the competing interests of those who attend the events and those who do not wish to attend and consultation is suggested to ensure that this balancing exercise is properly carried out.

5.2.3 The terms of the agreements with the event organisers, the ongoing consultation process and the long lead-in periods ensure that the events are safe and well managed and that disruption is kept to a minimum.

Lawyer Consulted: Elizabeth Culbert Date: 11 December 2012

5.3 Equalities Implications:

5.3.1 The Events programme caters for people from all sectors of the community as there are a diverse range of events that are staged in the city each year. Issues such as physical access to an event and designated viewing areas are developed and detailed in event plans where applicable.

5.4 Sustainability Implications:

5.4.1 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.

5.4.2 The nature of outdoor events means that they often involve a range of potential sustainability impacts (both positive and negative) from travel, energy and water use, food, local economic and social impacts, use of outdoor spaces and production of waste. For this reason, there is significant potential to publicly demonstrate how outdoor events contribute to Brighton & Hove becoming a more sustainable city.

Through the Sustainable Events Programme, events organisers are supported to improve sustainability at their events, focusing on the areas with the highest potential impact. The programme is certified to the international standard for environmental management ISO 14001.

- 5.4.3 The Sustainable Events Programme also meets the requirements of the British Standard for Sustainable Events that was developed for the London 2012 Games and helped them deliver a highly visible sustainability programme, particularly around event waste recycling and encouraging people to use public transport. Earlier this year, the standard was superseded by the new International Standard ISO 20121 and the council's programme is being amended to meet the requirements of the new standard and help the council continually improve its engagement with event organisers to improve sustainability. The Sustainable Events Programme contributes to the Culture and Community Principle of the One Planet Sustainability Action Plan.

Sustainability Officer Consulted: Shelaine Siepel Date: 13/11/12

5.5 Crime & Disorder Implications:

- 5.5.1 The City Safety Advisory Group has an overview of all the major events that take place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol and good working partnerships between the council and emergency services are in place in the city and close agency working will be integral to both the planning and delivery of events.

- 5.5.2 Where required event specific Safety Advisory Groups can be convened for any major outdoor event taking place in Brighton & Hove that has the potential to attract significantly large numbers of people.

- 5.5.3 Sussex Police are involved in both the consultation and planning of all major events.

5.6 Risk and Opportunity Management Implications:

- 5.6.1 All events will be subject to full site-specific, suitable and sufficient risk assessments.

5.7 Corporate / Citywide Implications:

- 5.7.1 The events programme takes place on Madeira Drive and along the seafront between Brighton Pier and Brighton Marina.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 Not applicable

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 Landlord's consent is required for the staging of all major outdoor events within Brighton & Hove.

7.2 Events continue to form an increasingly significant part of the council's overall tourism strategy and contribution to the city's economy. People experience civic pride and satisfaction when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city and enhance the reputation and identity of the area, as well as bringing significant economic benefits.

SUPPORTING DOCUMENTATION

Appendices:

1. List of proposed Madeira Drive road closures for 2013.

Documents in Members' Rooms

Not applicable

Background Documents

None

